

STUDENT EXPECTATION AND PERCEPTION OF SERVICE QUALITY IN UTM HOSTEL

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UTM HOSTEL

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To my beloved Mother, almarhum Father and Family

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ABSTRACT

Customers' satisfaction and service quality continue to attract the attention of researcher and practitioners in a wide variety of disciplines. This is not surprising, since a number of studies have shown a moderate to strong relationship between these constructs and consumer loyalty or repeat purchasing behaviour for recent works in this area. Service quality has become a predominant part for all organisation in particularly in facilities management which aims at improving customer satisfaction and customer retention. Nowadays, customers are becoming less tolerant of bad services. Since the success or failure of UTM Hostel is finally determine by customers, it is essential to examine customers' perceptions and expectations of the quality of UTM Hostel. The aims of this study to examine the students' perceptions and expectations towards service quality delivered by Hostel of Universiti Teknologi Malaysia (UTM) and to analyse the gap between perceptions and expectations using the gap analysis. The instrument used in this research is questionnaire using a modified SERVQUAL model with Likert Scale question. A total 250 number of questionnaire were sent out, only 178 respondents has returned the questionnaire. The questionnaires were distributed out to 17 student hostel in University Technology Malaysia (UTM). Frequency analysis and mean score are used to analyse the first objective while gap is used for the second objective analysis. From the analysis, although it is found that overall expectations service is considerably high and the perceptions service level towards UTM Hostel is moderate. However, the service quality delivered by UTM Hostel is below the respondents expectations due to the negative service gaps for all 24 service quality statements. In conclusion, the top management of the UTM Hostel should pay more attention and out more efforts in improving the service quality of the services provided as service quality has become more and more important.

ABSTRAK

Kepuasan pelanggan dan kualiti perkhidmatan terus menarik perhatian penyelidik dan pengamal dalam pelbagai disiplin. Ini tidak menghairankan, kerana beberapa kajian telah menunjukkan hubungan yang sederhana kuat antara konstruk dan kesetiaan pengguna atau kelakuan pembelian ulangan untuk kerja-kerja baru-baru ini di kawasan ini. Kualiti perkhidmatan telah menjadi bahagian utama bagi semua organisasi dalam terutamanya dalam pengurusan kemudahan yang bertujuan menambah baik kepuasan pelanggan dan pengekalan pelanggan. Pada masa kini, pelanggan menjadi kurang toleran perkhidmatan buruk. Oleh kerana kejayaan atau kegagalan UTM Hostel akhirnya ditentukan oleh pelanggan, adalah penting untuk mengkaji persepsi dan jangkaan kualiti UTM Hostel pelanggan. Tujuan kajian ini untuk mengkaji persepsi dan jangkaan terhadap kualiti perkhidmatan yang diberikan oleh Hostel daripada Universiti Teknologi Malaysia (UTM) dan untuk menganalisis jurang antara persepsi dan jangkaan menggunakan analisis jurang pelajar. Instrumen yang digunakan dalam kajian ini adalah soal selidik dengan menggunakan model SERVQUAL diubahsuai dengan soalan Skala Likert. Seramai 250 soal selidik telah dihantar, hanya 178 responden telah kembali soal selidik. Soal selidik telah diedarkan kepada 17 pelajar asrama di Universiti Teknologi Malaysia (UTM). Analisis kekerapan dan skor min digunakan untuk menganalisis objektif pertama manakala jurang digunakan untuk analisis objektif kedua. Daripada analisis tersebut, walaupun ia dijumpai bahawa perkhidmatan jangkaan keseluruhan agak tinggi dan tahap perkhidmatan persepsi ke arah UTM Hostel adalah sederhana. Walau bagaimanapun, kualiti perkhidmatan yang disampaikan oleh UTM Hostel adalah di bawah jangkaan responden kerana jurang perkhidmatan negatif untuk semua kenyataan yang berkualiti 24 perkhidmatan. Kesimpulannya, pengurusan tertinggi UTM Hostel perlu memberi perhatian yang lebih dan lebih banyak usaha dalam meningkatkan kualiti perkhidmatan dengan perkhidmatan yang diberikan kualiti perkhidmatan telah menjadi lebih dan lebih penting.